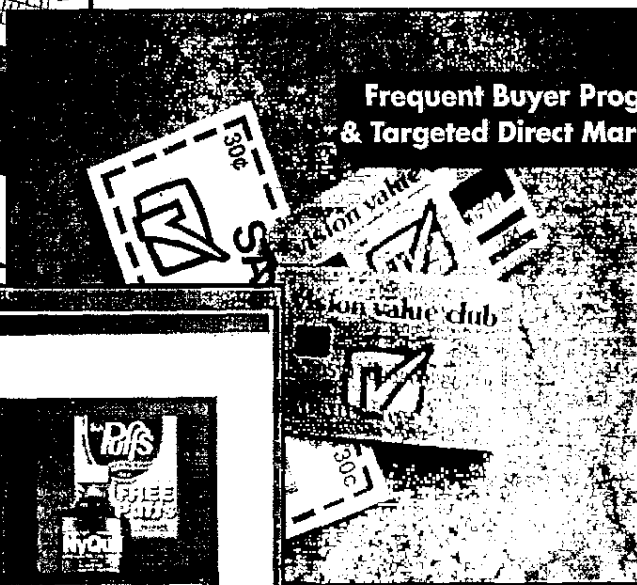


**THE VISION VALUE NETWORK™**

# PROMOTION PLANNING WORKBOOK

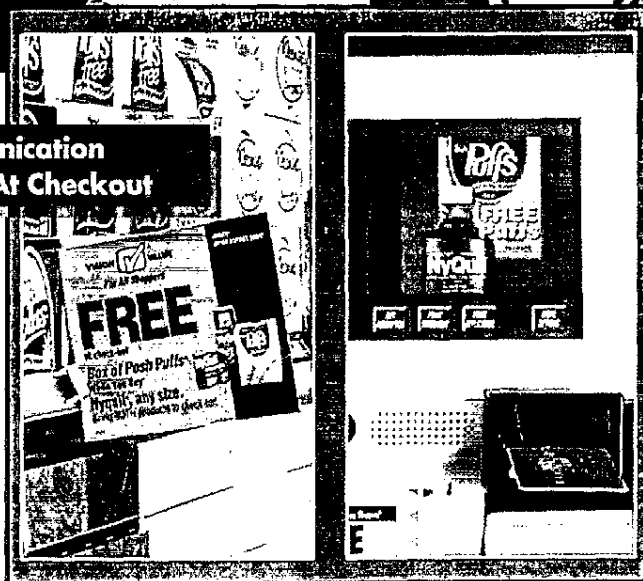


**Powerful Marketing Network  
with Purchase Verification**



**Frequent Buyer Program  
& Targeted Direct Marketing**

**Communication  
In-Aisle & At Checkout**



2071459905

Advanced Promotion Technologies, Inc., 3001 S.W. 10th St., Pompano Beach, FL 305-969-3000 or 1-800-393-4APT

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- SAMPLE COUPONS

## VI. CYCLE DATES & PLANNING WORKSHEETS

## VII. PRE-DURING-POST TRACKING REPORTS

2071459906

# SPECIAL OFFER

FOR  
Andrea Karling

MAY 10, 1993

Andrea!

**Save \$2.00**  
On Your Next Purchase of ANY  
Party Deli Fruit

**REDEEMABLE AT ANY  
DAHL'S**

Manufacturer Coupon - Expires 5/31/93  
The Vision Value Network is a not-for-profit organization that provides a service to its members by providing them with a means to receive a discount on their purchases. This coupon is valid only at participating retailers. See store for details. © 1993 Vision Value Network, Inc.

PID 93000048

**Save \$1.00**  
On Your Next Purchase of Luvs Diapers

**REDEEMABLE AT ANY  
DAHL'S**

Manufacturer Coupon - Expires 5/31/93  
The Vision Value Network is a not-for-profit organization that provides a service to its members by providing them with a means to receive a discount on their purchases. This coupon is valid only at participating retailers. See store for details. © 1993 Vision Value Network, Inc.

PID 93000048

**Save 50¢**  
On Your Next Purchase of Purina Dog Chow

**REDEEMABLE AT ANY  
DAHL'S**

Manufacturer Coupon - Expires 5/31/93  
The Vision Value Network is a not-for-profit organization that provides a service to its members by providing them with a means to receive a discount on their purchases. This coupon is valid only at participating retailers. See store for details. © 1993 Vision Value Network, Inc.

PID 93000048

**Save 50¢**  
On Your Next Purchase of Kraft's Five Salad Dressing

**REDEEMABLE AT ANY  
DAHL'S**

Manufacturer Coupon - Expires 5/31/93  
The Vision Value Network is a not-for-profit organization that provides a service to its members by providing them with a means to receive a discount on their purchases. This coupon is valid only at participating retailers. See store for details. © 1993 Vision Value Network, Inc.

PID 93000048

XYZ FOODS

# Valuable Savings



**65¢/lb.**

## XYZ FOODS TURKEY

Self Basting, Broad Breasted, U.S.D.A. Inspected,  
Frozen 10 to 22-lbs. Wgt. Grade A

**SAVE .30/lb.**

(Under 10-lbs. XYZ Turkeys ...)

## MOTHER'S DAY ARRANGEMENT.....9.99

Colorful Spring Floral Arrangement in a Pastel  
Wicker Basket.

## Assorted Potted Mums.....3.99

Blooming Varieties With Pot Covers, 6" Size.

## Assorted Candy and Balloon Novelties.....4.99



## DANISH PECAN RING.....2.59

1-lb. size. Available at all Stores.

## Oat Bran Bread.....2.09

7-Grain, Fruit and Nut and Whole Wheat.  
Available in 1-lb. Loaves.

## XYZ Lowfat Acidophilus Milk.....1.29

1% In the Yellow Cap half gal

2071459908



## SEND US YOUR FAVORITE RECIPE and be the Vision Value™ Chef of the Week

Choose to replace this card and more...  
The first card to show receipt of 75  
The recipe 0200 Memory Item, Department of the Vision Value



**SAVE \$1.00**  
On Your Next Purchase Of ANY  
in From Our Meat Dept.

410 9200

How

**Two Points**

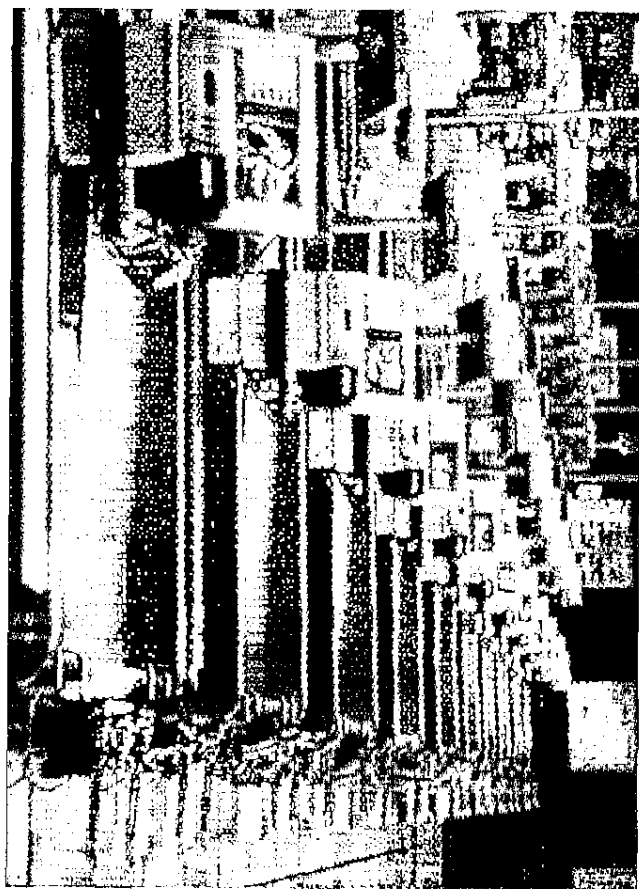
- 1. If you want to see...
- 2. If you want to see...
- 3. If you want to see...
- 4. If you want to see...
- 5. If you want to see...
- 6. If you want to see...
- 7. If you want to see...
- 8. If you want to see...
- 9. If you want to see...
- 10. If you want to see...

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VALUE



2071459910

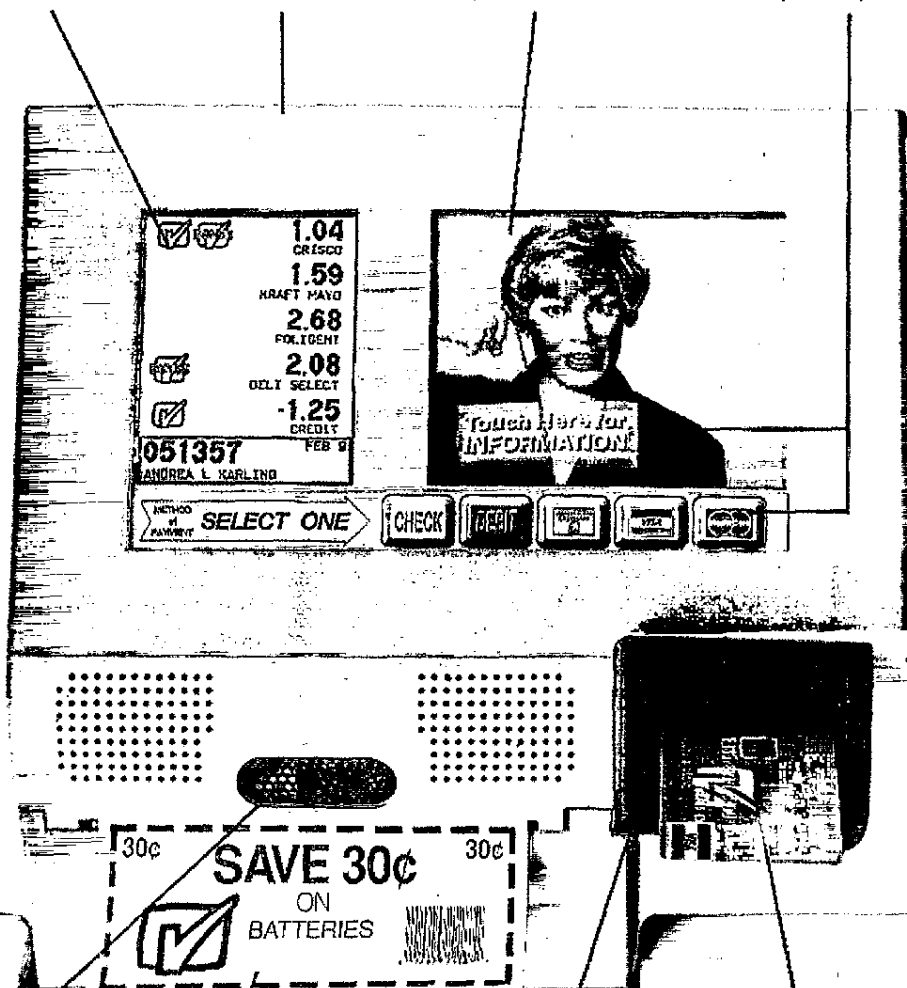


The electronic register tape shows product descriptions and prices, as well as instant credits.

On the back of the terminal, a touch-sensitive display lets the cashier see what the shopper sees, and displays the shopper's name when the Vision card is inserted.

Live-action video and computer graphics deliver promotions and information.

The touch screen lets the retailer and the manufacturer interact with shoppers. Ask them questions, offer them promotions, and they can respond.



Built-in sensors detect ambient sound, light, and motion to adjust the Vision terminal to store conditions.

Coupons, recipes, financial services receipts, frequent shopper point totals - anything can be printed instantly for the shoppers to take home.

The reader accepts the Vision card for its frequent shopper program and any financial services, plus it can be used for other mag stripe cards.

Information on the Vision card is updated everytime it is used. It tracks frequent shopper points, purchase trends and long-term effects of promotions.

Built-in check writing stand

2071459910A

## RETAIL EXPANSION SUMMARY

As of 7/29/94

Chain	# Stores Signed	Market	# Stores Installed	Stores in Market Area	Installed % ACV	Chain % ACV in Market	Reference	*Install Schedule (tentative)
Assoc. Wholesale Grocers, Kansas	5	TULSA, OK	3	5	1.7	2.9	IRI	
	3	OKLAHOMA CITY	0	9	0.0	6.2	IRI	3 Aug.
Big Bear	71	COLUMBUS	46	46	30.9	30.9	IRI	
Copp's	14	GREEN BAY, WI	0	6	0.0	12.3	IRI	
		OTHER WI AREAS	10	35	N/A	N/A		
Dahle	14	DES MOINES	11	11	19.3	19.3	IRI	
		KANSAS CITY	3	3	1.9	1.9	IRI	
Fleming Cos.	13	MILWAUKEE	0	72	0.0	23.8	IRI	13 3rd Qtr
	2	MIDLAND, TX	0	2	0.0	N/A		2 Aug.
Furr's	68	ALBUQUERQUE	14	15	25.0	26.8	MSA	
		MIDLAND, TX	4	19	8.0	37.9	MSA	
Kroger	68	NASHVILLE	0	29	0.0	43.3	MSA	
		HUNTSVILLE, AL	7	7	41.0	41.0	MSA	
		MOBILE, AL	1	1	1.5	1.5	ADI	
Lunds	8	MINNEAPOLIS	8	8	4.7	4.7	IRI	
Megafoods	72	SAN ANTONIO	34	34	23.2	23.2	MSA	
		PHOENIX	0	38	0.0	N/A		
Strack & Van Til	8	GARY, IN	5	5	22.8	22.8	MSA	
Super Food Services, Cincinnati	25	CINCINNATI	0	68	0.0	14.9	IRI	1 3rd Qtr
SUPERVALU	200		53					
		ALASKA	5					
		CARBONDALE, IL	5					
		CHAMPAIGN, IL	1					7 3rd Qtr
		CINCINNATI	1					1 3rd Qtr
		CLEVELAND	0					1 3rd Qtr
		DETROIT	2					
		FORT WAYNE, IN	4					
		LEXINGTON, KY	3					
		MILWAUKEE	0					3 3rd Qtr
		MINNEAPOLIS	2					4 3rd Qtr
		OREGON	2					
		PITTSBURGH	1					
		QUINCY, IL	1					1 3rd Qtr
		READING, PA	7				2 Aug.	3 3rd Qtr
		SOUTH DAKOTA	3					1 3rd Qtr
		SPOKANE, WA	13				1 Aug.	
		SPRINGFIELD, OH	1					
		WISCONSIN	2					5 3rd Qtr
Von's	350	LOS ANGELES	10	196	0.9	17.7	IRI	
		SAN DIEGO	0	62	0.0	30.6	IRI	
Weis	2	HARRISBURG, PA	1	65	0.2	13.0	IRI	
<b>TOTALS:</b>	<b>923</b>		<b>210</b>					<b>8 Aug. 40 3rd Qtr</b>

## Installation Guidelines

Goal: 40-50% ACV in EACH market  
 Installation Rate: 1,000 stores per year

\*Schedule applies only to retailers listed. Additional retailers are scheduled for installation, but have not yet been announced.

2071459911



# VISION VALUE NETWORK

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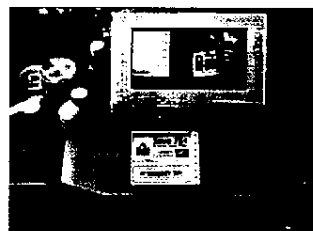


## THE VISION VALUE NETWORK™

### Description

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The Vision Value Network™, developed by Advanced Promotion Technologies (APT), is a satellite-based in-store electronic direct marketing network. Supported with in-aisle signage and located at retail checkouts, it is linked to existing point-of-sale scanning. It delivers marketing support in the form of instant credits, direct-to-consumer letters, coupons, recipes and loyalty points for free gifts. All are reinforced by live-action video and print capabilities. All can be broad-based to maximize trade support, or targeted to meet specific consumer strategies.



The interactive multi-media Vision terminal consists of a 5-inch touch sensitive full-color, full-sound video monitor, a graphics printer and card reader supporting a card-based frequent shopper program and electronic financial services. Demographic and historical purchase information is collected using frequent shopper cards and stored on a database enabling sophisticated targeting of promotions by household. Communications between retail locations and APT headquarters is facilitated by use of 2-way satellite transmission - enabling virtually instantaneous interchange of information.

### Targeting Capabilities

---

Two factors make the Vision Value Network the most powerful and sophisticated marketing network available today. First is the ability to "trigger" promotions by point-of-sale scanning, i.e., by the UPC (s) of any predetermined product(s), and/or by meeting certain purchase requirements such as amount of transaction or number of items scanned. This allows for verifying purchase requirements (e.g. \$1.00 off when you buy 3 packages), or for targeting to key consumers based on current purchases (e.g., a diaper coupon offered to shoppers purchasing baby food, or an instant product refund on the purchase of tissues to a shopper purchasing a promoted cold medicine.)

Second, shoppers who use their Vision Value Club® frequent buyer cards build a personal database allowing verification of purchase requirements over time and targeting of promotions based on lifestyle or shopping behavior. Information is stored on number of children in the household, their ages, pets, major appliances used, electronics in the home, and household income. In addition purchase pattern information can be captured on specific promotion requirements, average weekly spending, diet conscious shoppers, mothers who buy a certain brand of diapers, shoppers who purchase ethnic or health foods, etc. All this information can be used with the Vision Value Network to tailor promotions to the consumer's individual household profile.

### Short-Term Incentives plus Long-Term Retention

---



Short-term incentives can be economically executed while the shopper is still in the store. Trade support is assured. Colorful shelf talkers in the aisles (guaranteed by APT) grab shopper attention at the point-of-purchase from the shelf. This also gives your sales people a powerful tool to persuade retailers to display and advertise your promotion. The incentive is electronically delivered and verified at the checkout. And because the network is linked to the scanner, promotion integrity is virtually guaranteed.

Combining short-term incentives with the Vision Value Club® provides the opportunity to retain purchasers of your brands. Shoppers earn points toward free gifts from a catalog of brand name merchandise by seeking out sponsoring

2071459913

“If you don't express yourself, who will?”

2071459914

*Could you please*

VIRGINIA SLIMS

brands flagged with green descenders in the aisles. As sponsoring brands are scanned at checkout, shoppers watch their point balances grow—in real time—on the Vision video screen. At the end of the order, a statement prints immediately—reinforcing the brands that earned them points on that shopping trip.

## Redemption Limits and Cost Control

High impact Vision Value promotions can be designed with limits on redemption cost. High impact Vision Value promotions have strong consumer appeal, attract strong retailer support, and APT can guarantee your promotion will have signage on the shelf. You can also have the option to qualify and limit redemption in a variety of ways. For example, you can limit redemption with:

- **Multi-unit purchases** You pay for instant credit redemption on a promotion that offers "Buy two, save \$1.00" only when the exact purchase requirements are met. These offers are easily supported with retailer features and displays. Without the Vision Value Network, this type of promotion normally requires a coupon or extra labor at the check-out. (Instant credit promotions have been effective on frequently purchased brands with purchase requirements as high as "buy 10, save \$1.00".)
- **The Vision Value Club** You pay for instant credit redemption on a promotion only when the shopper uses their Vision Value Club card. Card usage has represented 30% to 70% of sales in test stores. Retailers like these promotions because they help drive card usage to higher levels. Brands like these promotions because they attract strong retailer support and limit redemption liability.
- **Transaction size** You deliver a high value coupon or instant credit only when a shopper's transaction size reaches \$40. Retailers like giving their shoppers an incentive to buy more on the shopping trip and brands like the merchandising support this attracts.
- **Purchase of related items** Purchase of your brand can cause a coupon to be printed at the check-out for the purchase of something from the retailer's deli, meat, bakery, or produce department. This can be used to link most any brand to increases in retailer sales from profitable perimeter departments.

## Test Market Results

Results from a one-year test commissioned by consumer goods manufacturers and conducted by Nielsen Marketing Research, measuring over 9 million shopping transactions, show the Vision Value programs deliver, on average, a 9.2% increase in market share and a 7.7% increase in dollar volume across all categories tested, with some brands showing sales volume increases as high as 34%. The test panel consisted of 108 brands across 48 categories from participating companies such as Procter & Gamble, Ralston Purina, Kraft General Foods, Dow Brands, Sara Lee, Ocean Spray, McNeil Labs, and Coca-Cola USA. In a separate independent consumer study, 42% of shoppers surveyed said they have switched to participating brands because of the Vision Value Club.



The Vision Value Network is a proven marketing tool for both reaching and retaining your targeted customer base. When you combine the network's cost efficiencies and proven effectiveness with its flexibility and breadth of promotion delivery capabilities—no other electronic in-store program competes with the Vision Value Network.

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**“If you don't express yourself, who will?”**

**2071459916**

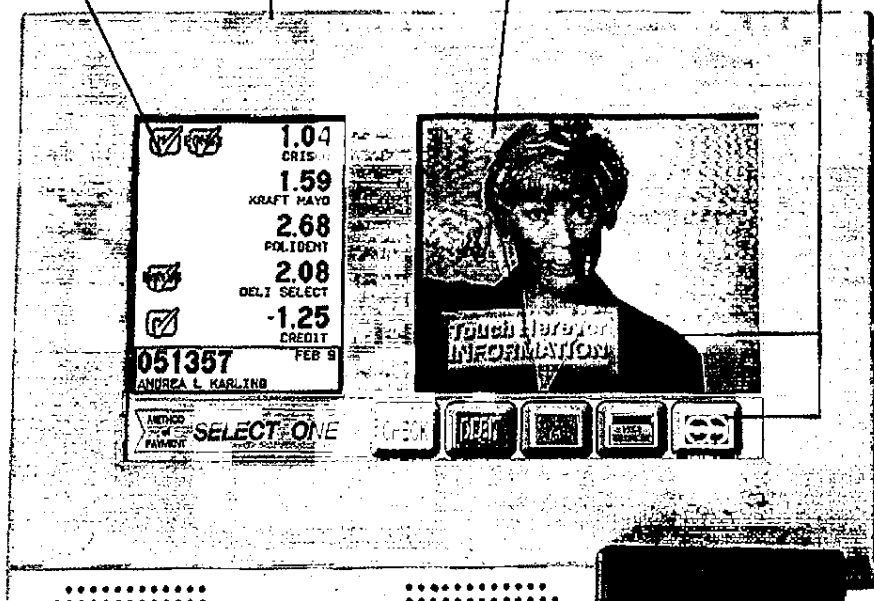
**VIRGINIA SLIMS**

The electronic register tape shows product descriptions and prices, as well as instant credits.

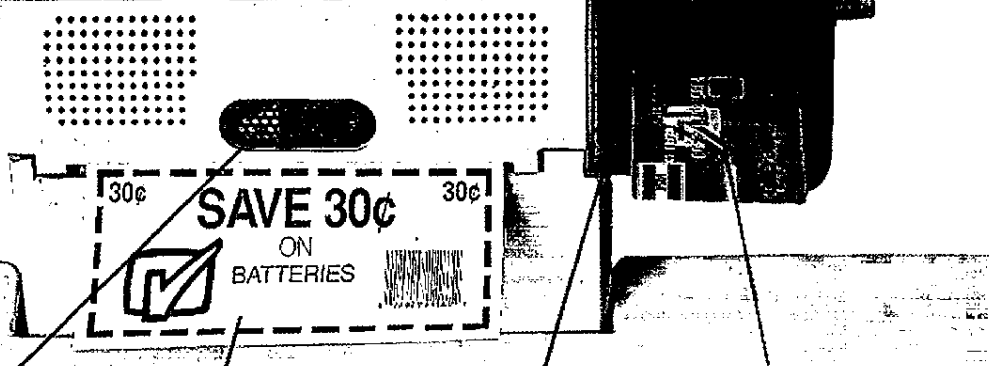
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2071459917



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Coupons, recipes, financial services receipts, frequent shopper point totals - anything can be printed instantly for the shoppers to take home.

The reader accepts the Vision card for its frequent shopper program and any financial services, plus it can be used for other mag stripe cards.

Information on the Vision card is updated everytime it is used. It tracks frequent shopper points, purchase trends and long-term effects of promotions.

Built-in check writing stand

# TARGETING CAPABILITIES

2071459918



## TARGETING CAPABILITIES

The Vision Value Network has the capability of targeting shoppers based on any combination of the following:

- 1 – Current Purchase
- 2 – Demographic or Lifestyle Profile
- 3 – Purchase History

### 1. Current Purchase Targeting

---

Because the Vision Value Network is linked to existing point-of-sale scanning, promotions may be triggered by any single or combination of UPC's or purchase requirement.

- Examples: Buy Bayer Aspirin, receive a next purchase coupon.  
Buy NyQuil, receive Puffs tissues free.  
Buy 2 large size products from any of 6 brands, receive a \$1.00 instant credit.  
Buy any baby-related product, receive a Huggies diaper coupon.  
Buy competing shampoo brand, receive sample voucher for Pert.  
Buy any of several health-related products, receive a recipe using Crisco Canola Oil.

### 2. Demographic or Lifestyle Profile

---

Shoppers may volunteer specific demographic and lifestyle information on their applications to join the Vision Value Club®. This information is entered into the member's data file and is called up each time the shopper inserts the Vision Value Club card into the terminal at checkout. Promotions can be targeted to individuals based on information provided, including:

- Age (or birthday)
- Income
- Size of household
- Age of children
- Pet ownership
- Lifestyle based on appliance ownership (VCR, PC, dishwasher, 35mm camera, microwave oven)
- Vision Value Club stores shopped

Promotions may be targeted using single or multiple demographic variables:

- |  |   |
|--|---|
| <ul style="list-style-type: none"><li>• <b>Single Dimension Demographic Promotions</b></li></ul>   | <p>A promotion is delivered based on a single demographic variable. The benefit is awarded and a reinforcing video plays.</p> <p><b>Example:</b> A \$1.00 coupon for Crest Kids is delivered to households with a child present.</p>                                |
| <ul style="list-style-type: none"><li>• <b>Multiple Dimension Demographic Promotions</b></li></ul> | <p>A promotion is delivered based on two or more demographic variables. The benefit is awarded and a reinforcing video plays.</p> <p><b>Example:</b> A 25¢ coupon for Pillsbury Microwave Brownies is delivered to single member households owning a microwave.</p> |

2071459919



- **Demographic Profile Combined with Current Purchase**

Combine household demographics with current purchases to further define your target audience.

**Example:** Households of four or more, who have purchased a fragrance free product, will receive a 75¢ coupon for Ultra Downy Free.

**Example:** Households with children and a transaction total of \$40.00 or more will receive a 25¢ coupon for Jif, 40 oz. or larger.

### **3. Purchase History**

---

The Vision Value Network also has the ability to capture selected purchase pattern information over time, e.g., average weekly spending or preference for fat-free or low-calorie foods. (Information on specific purchases is collected through card tracking, covered under the next heading). Stored information on past purchases can be used alone or combined with demographic information and/or current purchases to create accurate and up-to-the-moment household profiles for targeting purposes.

- **Purchase History Promotions**

A promotion is triggered based on the shopper's purchasing history when members insert their Vision Value Club cards into the terminal. The promotion can deliver coupons, bonus points and instant credits, or even targeted sampling. Purchase histories can be collected and updated each time the shopper uses the Vision Value Club card.

**Example:** A voucher for a free sample of Pert Plus, in the smallest available size, is delivered to shoppers in December who purchased a competing shampoo and conditioner in November.

**Example:** Households with average weekly spending of \$50.00 or more receive a 20¢ coupon for Charmin, 6 rolls or larger.

- **Demographic/Purchase History Promotions**

A promotion is delivered to shoppers based on demographic and purchase history combined.

**Example:** Households of four or more, who purchased a non-P&G laundry detergent in October, will receive a \$1.00 coupon for Tide.

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## CARD TRACKING

The Vision Value Network offers card tracking to program participants. The network's tracking capability allows consumer goods manufacturers to find out "who" is buying "what" and "when." The "WHO" can be defined as your target group of consumers, the "WHAT" can be defined as your brands or any item in the store, and the "WHEN" can be defined from one day to a year or more.

### Benefits of tracking

---

- Target promotions to frequent/moderate/infrequent purchasers.
- Target promotions to heavy/moderate/light spenders.
- Cross reference demographic data with tracking data.
- Cross reference today's purchases with tracking data.
- Find out, through on-screen surveys, why shoppers do or do not make desired purchases.
- Determine past, present shopper behavior and promote accordingly

### Procedure for tracking

---

- Determine desired product for tracking.
- Develop a promotion using the tracking information and define associated benefits such as coupons, instant credits, Vision Value Club® points, touch screen or video.
- Define what information you will track.
- Define time frame for collection of tracking data and awarding of benefits.
- Supply APT with the product and UPC's to track.

### Sample Tracking Promotions

---

Examples: Reach all Vision Value Club members with a family of four or more, that have not purchased Tide laundry detergent in the past two months. Any card holder that meets these requirements will receive a \$1.00 coupon for Tide.

Consumers who purchase competitive brands to the Vick's line of cough and cold remedies are tracked over one or more buying cycles. The competitive purchasers will receive a coupon or a series of coupons for Vick's products. Following the delivery of the coupon the targeted group will be tracked to determine their purchase patterns. The number and percentage of competitive repurchasers and the number that switched to the promoted brand will be reported.

Track consumers who purchase Lever 2000 bar soap over an average buying cycle. Deliver a bar-coded voucher for a free trial size Zest to this target group. The scannable voucher will automatically deduct the price of the sample at check-out. The number of sample vouchers delivered will be reported. This group will be tracked to determine repurchase patterns.

## ELECTRONIC DIRECT MAIL

In addition to traditional promotion types, The Vision Value Network's expanded print capabilities also allow for the delivery of information and targeted messages to consumers in the form of letters, direct-to-consumer faxes, newsletters and flyers. These information pieces can be combined with video to explain programs in a more detailed fashion, and are designed to be more effective and cost-efficient than direct mail.

# PROMOTION PLANNING CHART

III

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# PROMOTION PLANNING CHART

## Chart Description

---

Information provided in the chart includes:

- Vision Value promotion type
- Consumer promotion strategies employed (i.e., trial, continuity, stocking)
- A brief description of the promotion execution
- Trade strategies employed (i.e., in-aisle, in-lane communication or sales support)
- An example using real brands
- Additional benefits derived from this promotion (e.g., elimination of traditional 8¢ handling fee)

## Consumer Promotion Strategy: TRIAL, CONTINUITY, STOCKING

---

Promotion types are ordered on the chart by the type of consumer promotion strategy employed: trial, continuity, or stocking. Trial is employed when introducing a new product, an improved product, or attempting to switch the consumer's brand preference. Continuity promotions encourage shoppers to repurchase your product on future shopping trips. Stocking encourages shoppers to purchase more of your product on the same shopping trip.

## Trade Strategy

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Also indicated on the chart is the type of in-aisle or in-lane communication or sales support available through The Vision Value Network, which may include in-aisle shelf signage (guaranteed where applicable by APT), or in-lane brand reinforcement through audio, video, print or touchscreen interaction.

## Targeting Strategies

---

Targeting consumers by demographic variables, purchase histories, current purchases, or any combination of the three may be applied to certain promotion types as indicated on the chart. In some cases, card tracking may also be applied. Applying targeting strategies to the promotion planning process may further enhance the effectiveness of the promotion while reducing overall cost.

## Flexibility and Creativity

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Through its sophisticated multi-media, software, and database targeting capabilities, The Vision Value Network provides a vehicle for virtually unlimited possibilities in promotional ideas or strategies. Promotional strategies which can be delivered on the Vision Value Network are not limited to those promotion types listed on the chart (e.g. Rub-Off Sweepstakes, Electronic Direct Mail, Direct-to-Consumer Fax, Member Newsletter, and Retailer Flyers). The chart is provided only as a guide for the generation of promotion ideas. APT representatives will work with you to create customized promotions to achieve the desired results.

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## **Promotion Cycles and Category Exclusivity**

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Promotion cycles are four weeks in length and there are 13 promotion cycles per year. Short-term Vision Value promotions are contracted for four week cycles. Vision Value Club point participation is sold on a one-year contractual basis. Category exclusivity applies.

## **Lead Time**

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Generally speaking, Advanced Promotion Technologies requests a lead time of 10-14 weeks prior to the start of a promotion cycle for creation of video, and/or print messages and software development. Longer lead times create more opportunity for retailers to plan additional merchandising and display support with your local sales people. Refer to the schedule of closing dates following the chart in Section V.

## **Additional Features**

---

Additionally, Advanced Promotion Technologies can produce all video and point-of-purchase (POP) materials for the store, maintains POP materials at the store level, and acts as middleman for retailer tie-in promotions (if these are desired). Video promotions can be created from existing footage provided by the brand to tie in with a current advertising campaign, or created entirely by APT. POP materials include colorful shelf signage and descenders designed to capture the shopper's attention and influence purchase decisions while the shopper is in the aisles.

## **PDP (Pre-During-Post) Tracking Reports**

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Performance measurement is also available through the Vision Value Network. Pre-, during, and post-promotion data may be collected and measured, providing feedback on product movement and shopping behavior. Brand movement can be tracked and the results measured for effectiveness.

2071459924

VISION VALUE PROMOTION TYPE	CONSUMER PROMOTION STRATEGY			BRIEF DESCRIPTION	TRADE STRATEGY			EXAMPLE	ADDED BENEFIT
	TRIAL	CONTINUITY	STOCKING		IN-AISLE	IN-LANE <sup>3</sup>	SALES SUP- PORT		
Instant Refund (multiple items)	✓		✓	Consumer receives an instant refund, electronically deducted from the register receipt, for certain purchases	✓	✓	✓	Receive \$1.00 refund when purchasing 12 cans of 9-Lives® canned cat food	Increase consumption; 8¢ handling fee is eliminated
% Off Refund		✓	✓	Consumer receives an instant electronic refund tied to transaction total for making certain purchases	✓	✓	✓	Receive 10% off grocery bill up to \$3.00 when purchasing four of the six P&G food brands	Achieve cross category penetration; no 8¢ handling fee
Escalating Refund			✓	Offers consumer higher reward as more product is purchased	✓	✓	✓	Buy 2 cans of Franco-American Spaghetti O's, receive 25¢ refund; Buy 3, receive 40¢; Buy 4, receive 60¢	Increase consumption, 8¢ handling fee is eliminated; 100% promotion integrity
Buy Some Get Some Free Refund			✓	Offers consumer free product when purchasing the promoted product	✓	✓	✓	Buy 2 boxes of Lives® Crunchy Meals, get 1 box free	Increase consumption, guarantees 100% integrity
In-store Premium (Near Pack) <sup>2</sup>		✓	✓	A voucher for an in-store premium is offered for meeting certain purchase requirements	✓	✓	✓	A voucher for a free cookbook is printed when purchasing Chiquita Fruit Juice Blend	Enhances brand image; Eliminate redemption from pantry stock
Electronic Mail-In Refund <sup>2</sup>	✓	✓	✓	A proof of purchase voucher is printed at checkout which the shopper mails in to receive the refund	✓	✓	✓	Shopper receives a proof of purchase when buying two Pantene products. Proof of purchase is mailed in for refund	Eliminates redemption from pantry stock, misredemption and 8¢ handling fee
Promotions Executed Over Time		✓	✓	Promotion may be triggered over multiple shopping trips and multiple store locations	✓	✓	✓	Buy 2 bottles of Crisco Oil in July and receive a third bottle free	May be applied to non-stocking items such as cake mix
Flexible Promotions (Create Your Own) <sup>2</sup>	✓	✓	✓	Example: Strategy may be to determine how many shoppers have tried a new product, and to encourage trial or continuity		✓		When a competing cleanser is scanned, the video asks shoppers if they have tried Cinch. "Yes" awards a 50¢ coupon; "No" awards a \$1	Track brand switching and the effectiveness of trial strategies while enforcing continuity

207145925

<sup>1</sup> Promotions can be targeted based on demographic profile, purchase history, current purchase, card tracking, or any combination of variables. <sup>2</sup> Minimum purchase requirements or touchscreen interaction may be required. See APT representative for specific requirements.

<sup>3</sup> In-Lane Communication options include audio, video, print and/or touchscreen interaction

VISION VALUE PROMOTION TYPE <sup>1</sup>	CONSUMER PROMOTION STRATEGY			BRIEF DESCRIPTION	TRADE STRATEGY			EXAMPLE	ADDED BENEFIT
	TRIAL	CONTINUITY	STOCKING		IN-AISLE	IN-LANE <sup>3</sup>	SALES SUPPORT		
Billboard Coupon/Recipe	✓	✓		Offers coupon or recipe to all shoppers through silent video billboard displayed when no other promotions are active		✓		Tide offers environmental tips along with a product coupon when screen is touched	Increase awareness, demand
Electronic Sweepstakes	✓	✓	✓	Offers the consumer an opportunity to win prizes or free products based on predetermined odds	✓	✓	✓	Every shopper who buys 3 Kraft products will receive a Kraft product or prize free	Motivates retailer display; more cost effective than traditional delivery
Universal Coupon	✓	✓		Delivered to all consumers at the end of their order regardless of order size		✓	✓	A new product coupon is printed at the end of each order	Disbursement to all shoppers
Variable Price Pack		✓		Offers the shopper variable values on a random basis determined by the Vision Value Network	✓	✓	✓	60% of shoppers receive a 25¢ credit on Velveeta Shredded Cheese, 30% receive a 50¢ credit and 10% receive the product free	Short-term product movement; shopper perceives added excitement/value
Product Coupon (replaces on-pack coupon) <sup>2</sup>		✓		A coupon is issued by purchase of that brand or other purch. req.	✓	✓	✓	Hawaiian Punch coupon to Hawaiian Punch purchasers	Target only current purchasers
Multiple Delivery Coupon <sup>2</sup>		✓		More than one coupon is delivered for the same product	✓	✓	✓	Shopper receives two 15¢ coupons for Kraft Singles, one for Dec.—one for Jan.	Increase consumption over time
Store Specific Next Purchase Coupon <sup>2</sup>	✓	✓	✓	A coupon is offered on a store product for the purchase of a branded item or other purch. req.	✓	✓	✓	\$1.00 coupon for any bakery item when purchasing Vacuum Folgers	Generates retailer merchandising support; appeals to heavy users
Recipe <sup>2</sup>		✓		A recipe is printed when the consumer purchases the promoted or related product or other purch. req.	✓	✓	✓	A recipe using Duncan Hines cake mix prints when Duncan Hines cake mix is purchased	Increase consumption over time
Bonus Point Promotions	✓	✓	✓	Bonus points offer Vision Value Club members additional points for meeting purchase requirements	✓	✓	✓	Buy Ziploc Storage Bags and receive 50 bonus points	An alternative to cost cutting; shopper perceives greater value on points

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<sup>1</sup> Promotions can be targeted based on demographic profile, purchase history, current purchase, card tracking, or any combination of variables. <sup>2</sup> Minimum purchase requirements or touchscreen interaction may be required. See APT representative for specific requirements.  
<sup>3</sup> In-Lane Communication options include audio, video, print and/or touchscreen interaction

VISION VALUE PROMOTION TYPE <sup>1</sup>	CONSUMER PROMOTION STRATEGY			BRIEF DESCRIPTION	TRADE STRATEGY			EXAMPLE	ADDED BENEFIT
	TRIAL	CONTINUITY	STOCKING		IN-AISLE	IN-LANE <sup>2</sup>	SALES SUPPORT		
Intelligent Competitive Coupon	✓			Offers a coupon to consumers purchasing a competing brand within the category. Shopper must elect to touch the screen to receive the coupon		✓		A coupon for Energizer batteries is offered to consumers purchasing Duracell	Trial among targeted audiences by current or historical purchases, or combined with demographic targeting
Complementary Coupon <sup>2</sup>	✓			A coupon is triggered by the purchase of a companion item (s) or other purchase requirement	✓	✓	✓	A Kraft Ice Cream Toppings coupon is offered to a purchaser of ice cream	Trial among targeted audiences
Amount of Transaction Coupon	✓			A coupon is triggered by the transaction total	✓	✓	✓	A Velveeta Shells & Cheese coupon is issued to all purchasers of at least \$75 worth of groceries	Trial among large or small households
Item Trigger Coupon	✓			A coupon is triggered based upon the number of items that have been scanned	✓	✓	✓	A Solo detergent coupon is delivered to orders with more than 20 items	Target order size
Electronic Targeted Coupon	✓	✓	✓	Deliver a coupon to house holds most likely to become brand users, based on demographics and purchase history		✓		A coupon for economy-size Solo is delivered to all HH's with 4 or more with avg. trans. size greater than \$40	More effective than direct mail or FSI's. Dollars not spent on non-targeted HH's.
Targeted Sampling	✓			Identify competitive users or non-category purchasers. Combine with demographics to target HH's likely to become product users		✓		Shopper receives the smallest available size of Pert Plus free on their next visit	Eliminates direct mail costs, allowing for larger sample size. Repurchases are then tracked.
Electronic Price Pack (Instant Credit)	✓	✓	✓	Instant refund or discount issued electronically at the point-of-sale	✓	✓	✓	Buy Midol...save 50¢ (deducted electronically from the register tape)	Short-term product movement; no paper or repackaging required; 8¢ handling fee eliminated
Product Refund	✓	✓	✓	A free unrelated product is offered for meeting certain purchase requirements	✓	✓	✓	Buy a 20lb. bag of Chuck Wagon! get a free box of Ribz Dog Snacks	Motivates cross category purchase; no 8¢ handling fee

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<sup>1</sup> Promotions can be targeted based on demographic profile, purchase history, current purchase, card tracking, or any combination of variables. <sup>2</sup> Minimum purchase requirements or touchscreen interaction may be required. See APT representative for specific requirements.  
<sup>3</sup> In-Lane Communication options include audio, video, print and/or touchscreen interaction



VISION VALUE PROMOTION TYPE	CONSUMER PROMOTION STRATEGY			BRIEF DESCRIPTION	TRADE STRATEGY			EXAMPLE	ADDED BENEFIT
	TRIAL	CONTINUITY	STOCKING		IN-AISLE	IN-LANE <sup>2</sup>	SALES SUP- PORT		
Direct-to-Consumer Fax	✓	✓		Target a personal message, news or information on a new or improved product. Message is printed at checkout	✓	✓	✓	A sporting apparel company targets a new product announcement to health-conscious women 25-45	Expanded print capabilities. Target by lifestyle. No mail required
Electronic Direct Mail	✓	✓		Consumers who receive a targeted promotion are marked to determine future purchase behavior, and for delivery of future promotions		✓	✓	HH's with young children are offered choice of 2 anti-bacterial soaps. Data file is marked to track future purchases of soap product selected	Tracking gauges promotion effectiveness. Enables loyalty building through repeat communication
Electronic Rub-Off Sweepstakes	✓	✓	✓	Shoppers meeting certain purchase requirements are awarded a game piece. Shopper "rubs" screen to reveal the prize underneath	✓	✓	✓	Member Mania game piece randomly awards club members 10, 100, 1000 or 100,000 points	Reinforces card usage. Shoppers find rub-off technology fun
Member Newsletter	✓	✓	✓	Use Vision terminal to deliver special offers for members via a newsletter printed at checkout	✓	✓	✓	A Club News is printed upon card insertion. News includes coupons and special offers for club members only	Co-sponsor promotions with retailers and local events
Retailer Flyer (Store Ad)	✓	✓	✓	Use Vision terminal to print store ad typically delivered through local newspaper	✓	✓	✓	Retailer prints store ad to all shoppers or triggered by certain transaction requirements	Vehicle for local selling
Special Messages	✓	✓		Print any letter, message, or document to shoppers at checkout	✓	✓	✓	Printed material of any length can be delivered by the Vision terminal	Quickly communicates important messages

2071459928

<sup>1</sup> Promotions can be targeted based on demographic profile, purchase history, current purchase, card tracking, or any combination of variables. <sup>2</sup> Minimum purchase requirements or touchscreen interaction may be required. See APT representative for specific requirements.  
<sup>3</sup> In-Lane Communication options include audio, video, print and/or touchscreen interaction

# DETAILED PROMOTION DESCRIPTIONS

IV

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IV.

## DETAILED PROMOTION DESCRIPTIONS

- ELECTRONIC BUY SOME, GET SOME FREE
- ELECTRONIC DIRECT MAIL
  - DEMOGRAPHIC TARGETED & INTERACTIVE
  - LIFESTYLE TARGETED
- ELECTRONIC MAIL-IN REFUND
- ELECTRONIC SWEEPSTAKES
- ESCALATING REFUND
- IN-STORE PREMIUM (ELECTRONIC NEAR PACK)
- INTELLIGENT COMPETITIVE COUPON
- TARGETED SAMPLING

2071459930

# Electronic Buy Some, Get Some Free

## POSSIBLE MARKETING OBJECTIVES FOR THIS PROMOTION TYPE:

(Boxes checked where applicable)

CONSUMER: Use this promotion type to get shoppers to

- ☐ Try product
- ☐ Become more loyal to product
- ☒ Stock up on product

RETAILER: ☒ APT guarantees in-store aisle signage

Your sales force can use this promotion type to encourage

- ☒ off-shelf display support
- ☒ retailer advertising support
- ☒ additional price reduction

The Vision Value Network's electronic "Buy Some, Get Some Free" promotion allows you to achieve a stocking objective by offering the consumer an incentive as they purchase more of your product. In the past, this promotion type could only be achieved through complicated coupons requiring the retail store personnel to verify that the purchase requirements have been met.

The Vision Value Network electronically verifies the purchase requirement and instantly delivers the correct credit at checkout. The Vision Value Network is the only promotion delivery system that allows you to deliver price incentives immediately in-lane.

The Vision Value Network guarantees 100% promotion integrity as the products must be purchased during the promotion period. Additionally, the traditional \$0.08 handling cost associated with couponing is eliminated.

### Execution of the Buy Some, Get Some Free is as follows:

1. Signage on the shelf (guaranteed by APT) next to the product along with other media inform consumers of the promotion.
2. When purchase requirements are met, the instant credit is displayed prominently on The Vision Value Network's Electronic Register Tape.
3. A full motion video message is delivered stating product benefits.

### Unique Promotion Elements

1. Price discount given automatically at checkout.
2. Full motion video message stating product benefits.
3. 100% promotion integrity as the products must be purchased during the promotion period.
4. Elimination of the \$0.08 coupon handling fee.

Cost estimate available upon request.

2071459931

## Electronic Direct Mail - Demographic Targeted & Interactive

### POSSIBLE MARKETING OBJECTIVES FOR THIS PROMOTION TYPE:

(Boxes checked where applicable)

CONSUMER: Use this promotion type to get shoppers to

- ☒ Try product
- ☒ Become more loyal to product
- ☒ Stock up on product

RETAILER: ☒ APT guarantees in-store aisle signage (if applicable)

Your sales force can use this promotion type to encourage

- ☐ off-shelf display support
- ☐ retailer advertising support
- ☒ additional price reduction

The Vision Value Network allows you to combine the demographic profiles of individual households with promotion delivery in-store. You can identify those households most likely to become users of your brand and deliver them a coupon printed by the Vision printer.

This promotion type is more cost efficient than direct mail or FSI's as dollars are not spent delivering coupons to non-targeted households.

Future purchases in the category can be tracked to gauge promotion effectiveness and any changes in consumer purchasing patterns.

### Execution of Electronic Direct Mail (Demographic Targeted & Interactive) is as follows:

1. A product coupon for two similar brands of soap is offered to all households which contain children ages twelve and under. Also, the promotion can be offered to those households who purchase competitive products.
2. A full motion interactive video message is shown. It describes the anti-bacterial benefits of these products.
3. The consumer is offered the opportunity to choose, via the Vision touch screen, a coupon for either Soap Product A or Soap Product B.
4. The consumer touches his/her choice and a coupon for that product is printed.
5. The consumer's database can be "marked" to indicate the consumer choice and that the promotion has been delivered.
6. These recipients can then be tracked to determine future soap product A or soap product B purchases.

### Unique Promotion Elements

1. Full motion interactive video message states product benefits.
2. Ability to precisely define target audience through demographic data.
3. Promotion delivered in-store.
4. Ability to track actual purchases by household after the promotion to monitor purchase behavior.

Cost estimate available upon request.

2071459932

## Electronic Direct Mail - Lifestyle Targeted

### POSSIBLE MARKETING OBJECTIVES FOR THIS PROMOTION TYPE:

(Boxes checked where applicable)

CONSUMER: Use this promotion type to get shoppers to

- ☒ Try product
- ☒ Become more loyal to product
- ☒ Stock up on product

RETAILER: ☒ APT guarantees in-store aisle signage (if applicable)

Your sales force can use this promotion type to encourage

- ☐ off-shelf display support
- ☐ retailer advertising support
- ☒ additional price reduction

The Vision Value Network allows you to combine the lifestyle profiles and purchase histories of individual households with promotion delivery in-store. You can identify those households most likely to become users of your brand and deliver them a coupon printed by the Vision printer.

This promotion type is more cost efficient than traditional direct mail or FSI's as dollars are not spent delivering coupons to non-targeted households.

Future purchases in the category can be tracked to gauge promotion effectiveness and any changes in consumer purchasing patterns.

### Execution of Electronic Direct Mail (Lifestyle Targeted) is as follows:

1. A microwave product coupon is delivered to all households that have a microwave or buy microwave products. Also, the promotion can be delivered to those households who buy or don't buy specified products.
2. A full motion video message is played and the coupon is printed by the Vision printer.
3. The consumer's database can be "marked" to indicate that the promotion has been delivered.
4. These recipients can then be tracked to determine future category purchases.

### Unique Promotion Elements

1. Full motion video message stating product benefits.
2. Ability to precisely define target audience through demographic and purchase history data.
3. Promotion delivered in-store.
4. Ability to track actual purchases by household after the promotion to monitor sustained purchase behavior.

Cost estimate available upon request.

2071459933

# Electronic Mail-in Refund

## POSSIBLE MARKETING OBJECTIVES FOR THIS PROMOTION TYPE:

(Boxes checked where applicable)

CONSUMER: Use this promotion type to get shoppers to

- ☒ Try product
- ☒ Become more loyal to product
- ☒ Stock up on product

RETAILER: ☒ APT guarantees in-store aisle signage

Your sales force can use this promotion type to encourage

- ☒ off-shelf display support
- ☒ retailer advertising support
- ☒ additional price reduction

The Vision Value Network allows you to offer mail-in refunds for products where traditional proof of purchase symbols are difficult to remove from product packaging. Additionally, you can build a user database and achieve a stocking objective in a more efficient manner.

The printed proof of purchase is delivered in-lane based upon actual purchases made during the promotion period. The consumer then mails the proof of purchase to receive the refund offer. In lieu of the traditional refund or free product coupon, a certificate with a scannable barcode is sent to the participant. This certificate is redeemable in-lane and the credit is delivered electronically. A Vision mail-in refund eliminates redemption from pantry stock, mis-redemption and the traditional \$0.08 coupon handling fee.

### Execution of the Electronic Mail-in Refund is as follows:

1. Each time the product is scanned or the purchase requirement is met, a full motion video message is delivered and a proof of purchase is printed by the Vision printer. This offer is supported in-store by P.O.P. signage.
2. The consumer mails in the proof of purchase on which they have supplied their name and address.  
For Vision Value Club members, the name and address can automatically be printed on the proof of purchase.
3. A refund certificate for the free product will be mailed back to the participant. APT will work with product manufacturer to design this certificate with a barcode that will be scanned at checkout.
4. The consumer presents the certificate at checkout. The Vision Value Network is able to determine that both the participating product and the bar-coded certificate have been scanned. The exact retail price of the product is deducted from the shopper's total.
5. Electronic redemption and future category purchases can be tracked in Vision Value Club households.

### Unique Promotion Elements

1. Full motion video message stating product benefits.
2. Ability to deliver a proof of purchase without asking the consumer to remove the proof from product packaging.
3. Ability to deliver an instant product refund in lane. The consumer has immediate gratification and the exact retail price is credited. There is no mis-redemption and no human error.
4. 100% promotion integrity as the products must be purchased during the promotion period.
5. Elimination of the traditional \$0.08 coupon handling fee.
6. Retailer benefits: brings shoppers back to participating stores and eliminates employee handling.

Cost estimate available upon request.

2071459934

## Electronic Direct Mail

### POSSIBLE MARKETING OBJECTIVES FOR THIS PROMOTION TYPE:

(Boxes checked where applicable)

CONSUMER: Use this promotion type to get shoppers to

- ☒ Try product
- ☒ Become more loyal to product
- ☒ Stock up on product

RETAILER: ☒ APT guarantees in-store aisle signage (if applicable)

Your sales force can use this promotion type to encourage

- ☐ off-shelf display support
- ☐ retailer advertising support
- ☒ additional price reduction

The Vision Value Network allows you to combine the demographic profiles and purchase histories of individual households with promotion delivery in-store. You can identify those households most likely to become users of your brand and deliver them a coupon printed by the Vision printer.

This promotion type is more cost efficient than direct mail or FSI's as dollars are not spent delivering coupons to non-targeted households.

Future purchases in the category can be tracked to gauge promotion effectiveness and any changes in consumer purchasing patterns.

### Execution of the Electronic Direct Mail is as follows:

1. A product coupon is delivered to all households of four or more with a transaction size greater than \$40, which is double the average transaction size.
2. A full motion video message is played and the coupon is printed by the Vision printer.
3. The consumer's database can be "marked" to indicate that the promotion has been delivered.
4. These recipients can then be tracked to determine future product purchases.

### Unique Promotion Elements

1. Full motion video message stating product benefits.
2. Ability to precisely define target audience through demographic and purchase history data.
3. Promotion delivered in-store.
4. Ability to track actual purchases by household after the promotion to monitor sustained purchase behavior.

Cost estimate available upon request.

2071459935



# Electronic Sweepstakes

## POSSIBLE MARKETING OBJECTIVES FOR THIS PROMOTION TYPE:

(Boxes checked where applicable)

CONSUMER: Use this promotion type to get shoppers to

- ☒ Try product
- ☒ Become more loyal to product
- ☒ Stock up on product

RETAILER: ☒ APT guarantees in-store aisle signage

Your sales force can use this promotion type to encourage

- ☒ off-shelf display support
- ☒ retailer advertising support
- ☒ additional price reduction

The Vision Value Network's Electronic Sweepstakes allows you to increase the effectiveness and participation level of your sweepstakes offer while at the same time reducing administration costs. Because the promotion is delivered in-lane, the cost of manual handling associated with traditional sweepstakes is eliminated.

The Vision Value Network's delivery enhances consumer participation by communicating with the consumer on every shopping trip. Full motion video and instant gratification make playing and winning exciting for the participant. Your sweepstakes can also be promoted in-lane to competitive purchasers.

Odds and results are automatically computed by the Vision terminal. Prizes may include a free trip, free merchandise or free product. Non-winners can be delivered a next purchase coupon.

## Execution of the Electronic Sweepstakes is as follows:

1. Signage on shelf (guaranteed by APT) next to the product along with other media inform consumers of the promotion and its benefits.
2. Each time the promoted product is scanned, a full motion video informs the consumer whether or not they are a winner. Your predetermined odds are computed by the Vision terminal to electronically deliver the prizes to your specifications.
3. Winners are notified instantly and delivered a voucher for the prize. A "bells and whistles" video creates in-store excitement. Non-winners also receive a video message and may be given a consolation prize, such as a product coupon. They are reminded that every purchase of the promoted brand enters them in the sweepstakes.
4. Non-purchase entry forms are available.

## Unique Promotion Elements

1. Full motion video message stating product benefits.
2. Promotion delivered in-store, significantly reducing handling costs.
3. 100% promotion integrity as the products must be purchased during the promotion period.
4. Instant gratification for the consumer.
5. Motivates retailer displays.
6. Eliminates administration and untidy tear-off pads.

Cost estimate available upon request.

2071459936

## Escalating Refund

### POSSIBLE MARKETING OBJECTIVES FOR THIS PROMOTION TYPE:

(Boxes checked where applicable)

CONSUMER: Use this promotion type to get shoppers to

- ☐ Try product
- ☐ Become more loyal to product
- ☒ Stock up on product

RETAILER: ☒ APT guarantees in-store aisle signage

Your sales force can use this promotion type to encourage

- ☒ off-shelf display support
- ☒ retailer advertising support
- ☒ additional price reduction

The Vision Value Network's electronic Escalating Refund allows you to achieve a stocking objective by offering the consumer an escalating incentive as they purchase more of your product. In the past, this promotion type could only be achieved through complicated coupons requiring the retail store personnel to verify that the purchase requirements have been met.

The Vision Value Network electronically verifies the purchase requirement and instantly delivers the correct credit at checkout. The Vision Value Network is the only promotion delivery system that allows you to deliver price incentives immediately in-lane.

The Vision Value Network guarantees 100% promotion integrity as the products must be purchased during the promotion period. Additionally, the traditional \$0.08 handling cost associated with couponing is eliminated.

### Execution of the Escalating Refund is as follows:

1. Signage on the shelf (guaranteed by APT) next to the product along with other media inform consumers of the promotion.
2. When purchase requirements are met, the instant credit is displayed prominently on the Vision Value Network's Electronic Register Tape.
3. A full motion video message is delivered stating product benefits.

### Unique Promotion Elements

1. Price discount given automatically at checkout.
2. Full motion video message stating product benefits.
3. 100% promotion integrity as the products must be purchased during the promotion period.
4. Elimination of the \$0.08 coupon handling fee.

Cost estimate available upon request.

2071459937

## In-Store Premium (Electronic Near Pack)

### POSSIBLE MARKETING OBJECTIVES FOR THIS PROMOTION TYPE:

(Boxes checked where applicable)

CONSUMER: Use this promotion type to get shoppers to

- ☐ Try product
- ☒ Become more loyal to product
- ☒ Stock up on product

RETAILER: ☒ APT guarantees in-store aisle signage

Your sales force can use this promotion type to encourage

- ☒ off-shelf display support
- ☒ retailer advertising support
- ☒ additional price reduction

The Vision Value Network allows you to deliver traditional mail-in premiums, in-store, to increase the efficiency and effectiveness of your offer. When the predetermined purchase requirement is met, the Vision terminal automatically delivers a video message and prints a proof of purchase voucher. This voucher can be redeemed in-lane or at the courtesy counter saving the costs associated with mailing the premium to the promotion participant.

The promotion is delivered based upon the actual purchases made during the promotion period. This eliminates redemption from pantry stock.

### Execution of the In-store Premium is as follows:

1. Signage on shelf (guaranteed by APT) next to the product along with other media inform consumers of the promotion structure and its benefits.
2. Each time the promoted product is scanned, a full motion video message is delivered and a proof of purchase voucher is printed by the Vision printer.
3. The consumer redeems their voucher in-lane or at the courtesy desk for their premium.

### Unique Promotion Elements

1. Promotion delivery in-store. The consumer has immediate gratification.
2. Full motion video message reinforces brand image.
3. Ability to deliver a voucher in-lane without the difficulty of removing the proof from the product packaging.
4. 100% promotion integrity as the products must be purchased during the promotion period.
5. This promotion will motivate retail displays.

Costs Available Upon Request

2071459938

# Intelligent Competitive Coupon

## POSSIBLE MARKETING OBJECTIVES FOR THIS PROMOTION TYPE:

(Boxes checked where applicable)

CONSUMER: Use this promotion type to get shoppers to

- ☒ Try product
- ☐ Become more loyal to product
- ☐ Stock up on product

RETAILER: ☐ APT guarantees in-store aisle signage

Your sales force can use this promotion type to encourage

- ☐ off-shelf display support
- ☐ retailer advertising support
- ☐ additional price reduction

The Vision' Value Network's intelligence allows you to track competitive purchases over time and establish exact and accurate target consumers. After the tracking period, a coupon is delivered to all consumers that meet the targeting strategy.

Criteria can be set to determine heavy, average or light category purchasers. Demographic information such as family size or household income can also be combined with purchase history information. These criteria can then be used to accurately establish those individuals most likely to become purchasers of the product. This enables you to structure the offer to maximize promotion efficiency.

### Execution of the Intelligent Competitive Coupon is as follows:

1. Consumers who purchase competitive brands are tracked over one or more buying cycles.
2. The targeted group of competitive purchasers will receive a coupon, series of coupons or other incentive to buy the product. Full motion video stating product benefits accompanies the delivery.
3. The shoppers' database will be "marked" to indicate that the promotion has been delivered.
4. Category purchases of promotion recipients will then be tracked to determine future purchases and promotion effectiveness.

### Reporting

1. The number of consumers making competitive purchases will be reported.
2. Following the delivery of the promotion, the target group will be tracked to record their purchase patterns. The number and percentage of competitive repurchasers and the number that switched to the promoted brand will also be reported.

### Unique Promotion Elements

1. Ability to track competitive purchases over time.
2. Marriage of demographic and purchase history information to facilitate targeting.
3. Full motion video message stating product benefits.
4. Promotion delivery in-store.
5. Ability to track and report future purchases of promotion recipients.

Cost estimate available upon request.

2071459939

# Targeted Sampling

## POSSIBLE MARKETING OBJECTIVES FOR THIS PROMOTION TYPE:

(Boxes checked where applicable)

CONSUMER: Use this promotion type to get shoppers to

- ☒ Try product
- ☐ Become more loyal to product
- ☐ Stock up on product

RETAILER: ☒ APT guarantees in-store aisle signage (if applicable)

Your sales force can use this promotion type to encourage

- ☐ off-shelf display support
- ☐ retailer advertising support
- ☒ additional price reduction

Targeted Sampling is a new promotion type which can allow a more economical and effective means of using sampling to achieve the trial objective.

Targeted sampling allows you to identify your competitive users or non-category purchasers (if applicable), combine that with demographic information to discover only those individuals most likely to purchase your product.

This promotion type can eliminate the dollars spent on direct mail or newspaper to deliver samples; allowing a larger percentage of the promotion budget to be spent on the product sample itself.

### Execution of the Targeted Sampling promotion is as follows:

1. Track competitive users for a time period which equals the average buying cycle.
2. Deliver a "voucher" to all competitive purchasers which fit into your defined demographic profile. For this proposal we will recommend households with incomes greater than \$20M and those with transaction sizes greater than \$40, which is double the average transaction size.
3. The voucher states that on the consumer's next visit to the store they will automatically receive the smallest available size of the product FREE (size will be clearly stated on the voucher). This free "sample" will be delivered in the form of an instant credit therefore eliminating the \$0.08 fee customarily paid to retailers for the handling of coupons.
4. The consumer's database will be "marked" to indicate that a sample has been received.
5. Category purchases will then be tracked for recipients of the Targeted Sampling promotion to determine if they repurchased.

### Reporting

1. The percentage of Vision Value Club member making competitive purchases and number of sample vouchers delivered will be reported.
2. The number and percentage of repurchasers will then be reported after tracking for a number of cycles which equal the average purchase cycle.

### Unique Promotion Elements

1. Ability to track competitive purchases over time.
2. Marriage of demographic and purchase history information to facilitate targeting.
3. Full motion video message stating product benefits.
4. Elimination of the \$0.08 coupon handling fee.
5. Ability to track and report future purchases of promotion recipients.

Cost estimate available upon request.

2071459940

# SAMPLE INSTORE MATERIALS

2071459941

**V.**

## **SAMPLE IN-STORE MATERIALS**

- **SHELF SIGNAGE**
- **SAMPLE COUPONS**
- **OTHER PRINTED MATERIALS**

2071459942

vision  value  
For All Shoppers

**HURRY!  
OFFER EXPIRES SOON!**

**Save \$1.00**

at check-out

When You Buy:

**12 cans of 9Lives®**

**cat food,**

**5.5-oz. size**



(93082000)

vision  value  
For All Shoppers

**HURRY!  
OFFER EXPIRES SOON!**

**30¢ Coupon**

at check-out

**For Your NEXT Purchase of  
Ocean Spray® Ruby Red™  
Grapefruit Juice Drink**

When You Buy: Ocean Spray® Ruby Red™  
Grapefruit Juice Drink, 48-oz. size or larger.



(93010025)

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vision  value

PTD IN USA

GET IT  
TODAY!

# FREE Winston Cap When You Buy 2 Packs of Winston

To redeem: Give the free  
cap voucher printed  
by the Vision Value™  
printer to the cashier.

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ALL PROMOTIONAL COSTS PAID BY MANUFACTURER.

vision  value

For All Shoppers

## Save 35¢ Now

and get a

## \$100 Coupon

When You Buy:

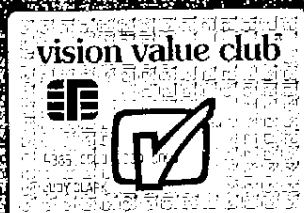
**Any Adult Bayer® Aspirin  
Product (24's or larger)**

**Bayer®... The Wonder Drug That Works Wonders™**

**HURRY!  
OFFER EXPIRES SOON!**



207145944



**HURRY!  
OFFER EXPIRES SOON!**

**100 EXTRA  
POINTS**

When You Buy  
**Pampers® Phases,**  
*any size or variety.*



**VISION VALUE**

**For All Shoppers**

**FREE**

at check-out

**Box of Posh Puffs®**

When You Buy:

**Nyquil®, any size.**

Bring BOTH products to check-out.

**HURRY!  
OFFER EXPIRES SOON!**



2071459945

Manufacturer Coupon • Expires 5/31/93

Bayer™ ... The Wonder Drug That Works Wonders™



# Save \$1.00

On Your Next Purchase Of ADULT BAYER® ASPIRIN (24 COUNT OR LARGER)

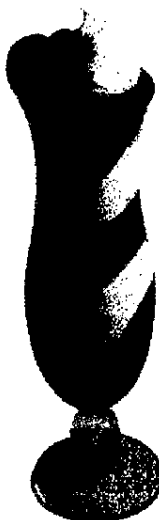
**CONSUMER:** Only one coupon is redeemable per purchase and only on specified product(s) and sizes. You pay only sales tax. **RETAILER:** You are authorized to act as our agent and redeem this coupon at face value on specified product. We will reimburse you for the face value of this coupon plus 8¢ if submitted in compliance with the Sterling Health Coupon Redemption Policy incorporated herein by reference. **USE NOT CONSISTENT WITH THESE TERMS CONSTITUTES FRAUD AND MAY VOID ALL COUPONS SUBMITTED.** Send coupons to: Sterling Health, CMS Department 12843, 1 Forest Drive, Dal Rio, Texas 78040. Cash value 1/100 of 1¢. Good only in U.S.A.



PID 93000010

REDEEMABLE AT ANY  
**FURR'S**

*Gene  
art.  
Legal Type*



## Chocolate Mint Parfait

1 1/2 oz. box of Duncan Hines Brownie mix  
1/4 cup very hot tap water  
1/4 cup oil

1 egg  
1 quart mint chocolate chip ice cream  
Whipped cream  
Mint leaves, if desired

Heat oven to 350°. Grease bottom only of 9-inch square pan. In large bowl, combine mix, water, oil and egg; beat 50 strokes with spoon. Spread batter in prepared pan. Bake at 350° for 25 to 30 minutes. **DO NOT OVERBAKE.** Cool completely. Cut brownies into 1/2-inch squares. In dessert or parfait dish, layer brownie squares between spoonfuls of ice cream. Top with whipped cream and mint leaves, if desired. 6 to 8 servings.

**TIP:** If desired, parfait can be frozen up to 24 hours. To serve, let stand 5 minutes; top with whipped cream and mint leaves.

Per Serving: 430 calories, 6g protein, 58g carbohydrate, 19g fat.

Manufacturer Coupon • Expires 5/31/93

"The Vision Value Network™": The Best Way to Reach Your Shoppers™



# FREE

## Sample of Pert Plus

**CONSUMER:** Redeem only by purchasing the brand in stated. May not be reproduced. Void if transferred to any person, item or group prior to store redemption. You pay any sales tax. Any other use will constitute fraud. **LIMIT ONE PER PURCHASER/DEALER.** Send coupons to: Procter and Gamble, 2150 Sunnybrook Drive, Cincinnati, Ohio 45227. Signifies compliance with the requirement for Proper Coupon Redemption. Copy available by writing the above address. Cash value 1/20 of 1¢.



PID 93000043

REDEEMABLE AT  
**NELSON'S**

2071459946

"The Vision Value Network™: The Best Way to Reach Your Shoppers"



# FREE!

## WINSTON RACING T-SHIRT

Take this voucher to the courtesy counter to redeem for your free T-shirt.

PID 93000042

REDEEMABLE AT ANY  
**SAFeway**

All promotional costs paid by manufacturer.  
Limited to smokers 21 or older. RJA Tobacco  
Company redemption policy applies. Coupon  
Redemption Center, P.O. Box 3808, Winston-  
Salem, NC 27102.

**SAVE THIS CERTIFICATE. IT IS VALUABLE!**

### Just Say No Certificate

**Just  
say  
no**

This certificate is worth 10¢ to Huntsville area Just Say No Clubs. For every certificate collected, Procter & Gamble will donate 10¢ to support club drug prevention, educational, recreational and service activities. Certificates are being collected at area schools with Just Say No Clubs (listed Below). For more information, call toll free 1-800-258-2766.

(Huntsville area Just Say No Clubs are headquartered at these elementary schools: Second, Hubbard Southwood, Alpine, Clinton, Fairmoor and at the Alabama State School for the Deaf.

"The Vision Value Network™: The Best Way to Reach Your Shoppers"

### A MESSAGE ABOUT THE ENVIRONMENT FROM THE MAKERS OF TIDE

Did you know:

- Tide uses 100% recycled paper from its powder detergent packaging.
- Liquid Tide one-gallon bottles contain at least 25% recycled plastic.
- Liquid Tide bottles are coded for recycling where facilities exist.
- As a detergent & bleach in one package, Tide with Bleach reduces total solid waste of separate packages.

*Working Together, we can help keep our city beautiful.*

2071459947

Source: <https://www.industrydocuments.ucsf.edu/docs/ymxn0004>

X Y Z F O O D S

# Valuable Savings



**65¢/lb.**

## XYZ FOODS TURKEY

Self Basting, Broad Breasted, U.S.D.A. Inspected,  
Frozen, 10 to 22-lbs. Avg., Grade A

**SAVE .30/lb.**

(Under 10-lbs. XYZ Turkeys ...79¢/lb.)

## MOTHER'S DAY ARRANGEMENT.....9.99

Colorful Spring Floral Arrangement in a Pastel  
Wicker Basket.

## Assorted Potted Mums.....3.99

Blooming Varieties, With Pot Covers, 6" size.

## Assorted Candy and Balloon Novelties.....4.99



## DANISH PECAN RING.....2.59

1-lb. size. Available at all Stores.

## Oat Bran Bread.....2.09

7-Grain, Fruit and Nut, and Whole Wheat.  
Available in 1-lb. Loaves.

## XYZ Lowfat Addophilus Milk.....1.29

1% In the Yellow Cap, half gal.

## Special Message to Our Customers



Russell J. Smathers  
President  
XYZ Foods, Inc.

Dear Customer:

I'd like to take a moment to inform you of two new ways to add even more value to your shopping trip.

Your XYZ Vision Value Club® Card is your ticket to special member discounts throughout the store, in addition to the valuable points for free gifts you already receive just for shopping at XYZ Foods.

And speaking of tickets... XYZ wants you to treat your family to a night of basketball when the Miami Heat challenge the Orlando Magic. Present the ticket printed below to receive one free adult admission when you purchase one additional adult and one child admission.

These special offers for cardmembers are just a few of the many ways XYZ Foods wants to show our thanks to you for being a loyal and valued customer.

With Best Regards,

*RJ Smathers*

Russell J. Smathers  
President  
XYZ Foods, Inc.



2071459949

# Club News

XYZ FOODS PREFERRED SHOPPERS

## Special Member Discounts

**\$5.<sup>00</sup> Off**

ADMISSION PRICE

### Whitbread Yacht Race

Just present your  
Vision Value Card at the ticket  
window to receive your discount.



## Additional Member Savings



**Bayer Aspirin 24 Count**  
Members Save: 25¢

**XYZ Maximum Strength Sinus  
Tablets, 24 Count**  
Members Save: 25¢

**XYZ Baby Wipes**  
Members Save: 50¢

**Bold Detergent  
24 Oz. Powder**

Members Save: 50¢

**XYZ Green Beans**

Members Save: 50¢



**Energizer AA  
Batteries, 4 Pack**  
Members Save: 75¢

2071459950



DIRECT TO CONSUMER FAX

**NIKO**

Dear Customer:

We'd like to take this opportunity to tell you about a very special shoe designed just for you. It's the Elite Advantage High by NIKO.

In this day and age, maintaining good health is everything and taking time out of your busy schedule to accomplish that is not always an easy task. If we could give you all the time in the world, we would. But we can't.

We can give you a work-out shoe that will wrap your feet in lightness and air. A shoe that will protect your bones and muscles and toes because of its resilience and cushioning and stability.

We encourage you to visit a NIKO distributor in your area and try the Elite Advantage High. After all, when you do find the time, you want it to be the best time!

With best regards,

James T. Moreland  
President  
Niko, Inc.

P.S. For a free copy of the Women's NIKO Catalog, call 1-800-123-4567 in the U.S.

# CYCLE DATES & PLANNING WORKSHEETS

VI

2071459951



**VI.****VISION VALUE™ PROMOTION CYCLES**

Cycle	CYCLE DATES	
	Beginning Date	Ending Date
9311	Oct-10-93	Nov-06-93
9312	Nov-07-93	Dec-04-93
9313	Dec-05-93	Jan-01-94
9401	Jan-02-94	Jan-29-94
9402	Jan-30-94	Feb-26-94
9403	Feb-27-94	Mar-26-94
9404	Mar-27-94	Apr-23-94
9405	Apr-24-94	May-21-94
9406	May-22-94	Jun-18-94
9407	Jun-19-94	Jul-16-94
9408	Jul-17-94	Aug-13-94
9409	Aug-14-94	Sep-10-94
9410	Sep-11-94	Oct-08-94
9411	Oct-09-94	Nov-05-94
9412	Nov-06-94	Dec-03-94
9413	Dec-04-94	Dec-31-94
9501	Jan-01-95	Jan-28-95
9502	Jan-29-95	Feb-25-95
9503	Feb-26-95	Mar-25-95
9504	Mar-26-95	Apr-22-95
9505	Apr-23-95	May-20-95
9506	May-21-95	Jun-17-95
9507	Jun-18-95	Jul-15-95
9508	Jul-16-95	Aug-12-95
9509	Aug-13-95	Sep-09-95
9510	Sep-10-95	Oct-07-95
9511	Oct-08-95	Nov-04-95
9512	Nov-05-95	Dec-02-95
9513	Dec-03-95	Dec-30-95

2071459952

# VISION VALUE™ PROMOTION WORKSHEET

Company Name: \_\_\_\_\_

Brand Contact Name: \_\_\_\_\_

Telephone Number: (\_\_\_\_) \_\_\_\_\_

Cycle (please refer to the Cycle Schedule): \_\_\_\_\_

Promoted Brand: \_\_\_\_\_

Description of Promotion: \_\_\_\_\_

## What is the Promotion Type? (please select only one per order form):

- ☐ Coupon      ☐ Recipe      ☐ Instant Credit  
☐ Sweepstakes      ☐ Near Pack      ☐ Video Announcement      ☐ Extra Points

## What "Triggers" or Starts the Promotion? (check all that apply):

- ☐ Product Purchase (please specify, include size, form or variety): \_\_\_\_\_  
☐ Nth Item (please specify): \_\_\_\_\_  
☐ Card Inserted (for Vision Value Club Members Only): \_\_\_\_\_  
☐ Demographics (please specify): \_\_\_\_\_  
☐ Purchase History (please specify): \_\_\_\_\_  
☐ Demographics/Purchase History Combination (please specify): \_\_\_\_\_  
☐ Promotion Executed Over Time (Multiple Shopping Trips): \_\_\_\_\_

Will you provide UPC's for products (If product purchase required)?    ☐ YES    ☐ NO, APT to collect

## Benefit to Consumer (check all that apply):

- ☐ Play Video (please complete Video Specifications Section Below)  
☐ Fixed Credit Amount (please specify): \_\_\_\_\_  
☐ Percent Off Amount (please specify): \_\_\_\_\_  
☐ Print Coupon (please complete Coupon Specifications Section Below)  
☐ Print Recipe (please provide or specify): \_\_\_\_\_  
☐ Print Message (please specify): \_\_\_\_\_  
☐ Extra Points (please specify amount): \_\_\_\_\_

(Continued on the reverse side)

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### PRE -DURING-POST Reporting:

Do you want Pre-During-Post Reporting on your brand? ☐ YES ☐ NO  
If yes, will you provide the UPC's?: ☐ YES ☐ NO  
Do you want Pre-During-Post Reporting on your competitors brands? ☐ YES ☐ NO  
If yes, please list specific brands you would like or write "entire" category and reporting for that category will be available: \_\_\_\_\_  
\_\_\_\_\_  
If yes, will you provide the UPC'S? ☐ YES ☐ NO

### Video Production Specifications:

Will you provide a master video to APT? (Beta SP format) ☐ YES ☐ NO  
If no, APT will produce promotional video.  
Will you provide the product shot? ☐ YES ☐ NO  
If no, please specify brand and package size required: \_\_\_\_\_  
Will you provide finished copy? ☐ YES ☐ NO  
If no, APT will write promotional copy.  
Do you require live talent or voice-over only? ☐ Live Talent ☐ Voice-Over Only

### Point-Of-Sale Specifications:

Will you provide a product photo? ☐ YES ☐ NO  
If no, please specify brand and package size required: \_\_\_\_\_

### Coupon Specifications:

Do you need legal copy on the coupon? ☐ YES ☐ NO  
If yes, please specify: \_\_\_\_\_  
Do you need a specific expiration date? ☐ YES ☐ NO  
If yes, please specify: \_\_\_\_\_  
Do you need a 10-digit bar code on the coupon? ☐ YES ☐ NO  
If yes, please provide bar code number: \_\_\_\_\_  
Do you need a coupon code printed on the coupon? ☐ YES ☐ NO  
If yes, please specify: \_\_\_\_\_  
Do you require line-art? ☐ YES ☐ NO  
If yes, please provide line-art.

2071459954

# PRE-DURING-POST TRACKING REPORTS

2071459955

## PRE-DURING-POST TRACKING REPORTS

The Vision Value Network has the ability to track the movement of brands and products by any designated UPC. At the most basic level, this collected data can be used in the planning of a targeted promotion, or, as part of a more comprehensive report evaluating the effectiveness of promotional campaigns administered by the Vision Value Network.

Advanced Promotion Technologies provides the ability to measure the performance of both Vision Value and non-Vision Value promotions through pre-during-post (PDP) reporting. The standard Pre-During-Post Tracking Report runs for three cycles. The tracking of product movement is done on an individual UPC basis. Each separate UPC is then reported in a line-item format.

**Example:** You want the standard Pre-During-Post tracking for your product and its category which lists four competitive UPC codes. You want a line item for your UPC and a line item on each of the four competitive UPCs:

Pre, During, Post Report											
Pre-Promo	Cycle 9305	April 25, 1993 to May 22, 1993									
Promo	Cycle 9306	May 23, 1993 to June 19, 1993									
Post-Promo	Cycle 9307	June 20, 1993 to July 17, 1993									
Item Description	Type	Pre-Promo			Promo			Post-Promo			
		Volume	Volume Share	Base Index	Volume	Volume Share	Index Vs. Base	Volume	Volume Share	Index Vs. Base	
Total Volume	Universe	10,476	100%	100	11,132	100%	106	10,632	100%	101	
***** Your Product	UPC	5,370	51%	100	6,902	62%	129	6,155	58%	115	
***** Competitor #1	UPC	3,808	36%	100	2,907	26%	76	3,195	30%	84	
***** Competitor #2	UPC	670	6%	100	612	5%	91	588	6%	88	
***** Competitor #3	UPC	582	6%	100	651	6%	112	637	6%	109	
***** Competitor #4	UPC	46	0%	100	60	1%	130	57	1%	124	

\*\*\*\*\* indicates the reporting line items

### Pricing Issues

**Number of Reporting Stores** - The base price of this report allows you to collect and report on this data from up to fifty (50) stores.

**Expanding the Tracking and Reporting** - You can track your promotion over more than the standard three cycle format. You could, for example, track data for two cycles prior to the promotion running, or have the promotion run for more than one cycle. Each added cycle costs an additional 25% on the base price.

**Price Lists** - Detailed price lists for all reports are provided separately.

### Report Consolidation

You may find that you wish to track a promotion on an individual UPC basis, but because of the sheer number of UPCs involved you would want to report on them by consolidating the UPCs into brands.

**Example:** You want to track 15 individual UPCs that constitute one of your brands. You also want to track four competitive brands that have 12, 14, 13, and 16 individual UPCs respectively. In the consolidated report, each UPC line item is replaced by a brand name. The report will also collect the UPCs for the brands being compared.

2071459956

# PRODUCT DISTRIBUTION REPORT

The standard Product Distribution Report runs for six cycles and measures the movement of products or categories over time. The tracking of product movement is done on an individual UPC basis.

**Example:** You want the standard product distribution report for your product and its category which lists two competitive UPC codes.

Product Distribution Report											
Promotion Conducted	Cycle 9305 - Cycle 9310		April 25, 1993 to Oct. 9, 1993								
Item Description	Type	Frequency of Purchase									
		1	2	3	4	5	6	7	8	9	10+
Total Shoppers Volume	Universe	10,347	3,402	1,120	520	248	168	93	56	41	116
Volume Share		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
***** Your Product											
Shoppers Volume	UPC	6,018	2,172	773	385	205	133	78	49	36	96
Volume Share		58.2%	63.8%	69.0%	74.0%	82.7%	79.2%	83.9%	87.5%	87.8%	82.8%
***** Competitor #1											
Shoppers Volume	UPC	3,679	1,103	320	129	41	33	14	7	5	16
Volume Share		35.6%	32.4%	28.6%	24.8%	16.5%	19.6%	15.1%	12.5%	12.2%	13.8%
***** Competitor #2											
Shoppers Volume	UPC	650	127	27	6	2	2	1	0	0	4
Volume Share		6.3%	3.7%	2.4%	1.2%	0.8%	1.2%	1.1%	0.0%	0.0%	3.4%
***** indicates the reporting line items											

## Pricing Issues

**Number of Reporting Stores** - The base price of the report allows you to collect and report on this data from up to fifty (50) stores.

**Expanding the Tracking and Reporting** - You can track your promotion over more than the standard six cycle format. You could, for example, want to track data for an additional two cycles so that it would conform more appropriately to the product's buying cycle. Each additional cycle costs a 10% premium on the base price.

**Price Lists** - Detailed price lists for all reports are provided separately.

## Report Consolidation

You may find that you wish to track a promotion on an individual UPC basis, but because of the sheer number of UPCs involved you would want to report on them by consolidating the UPCs into brands.

**Example:** You want to track 15 individual UPCs that constitute one of your brands. You also want to track two competitive brands that have 12 and 16 individual UPCs respectively. A more cost effective way to report the results would be by brand. In the consolidated report, each UPC line item (shown above) in the product distribution report will be replaced by the collective UPCs for the brands being compared.

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